

EVENTS OF INTEREST
IN SOCIAL CIRCLES

WOMAN AND THE HOME

DOMESTIC HELPS AND
AIDS TO HOUSEWIVES

TODAY'S POEM

THE FIGURE-HEAD.

There was an ancient carver that
carved of a saint,
But the parson wouldn't have it, so
he took a pot of paint
And changed its angel garments for
a dashing soldier's rig,
And said it was a figure-head and
sold it to a brig.

The brig hauled her mainsail to an
off-shoot draught,
Then she took her snowy royals and
the Scillies went aback;
And cloudy with her canvas she ran
before the Trade
Till she got to the Equator, where
she struck a mermaid.

A string of pearls and conches were
all of her togs,
But the hying-fish and porpoises they
followed her like dogs;
She had a voice of silver and lips of
coral red,
She climbed the dolphin-striker and
kissed the figure-head.

Then every starry evening she'd swim
in the foam
About the bows a-singing like an aught-
ingale at home;
She'd call to him and sing to him as
sweetly as a bird,
But the wooden-headed effigy he never
said a word.

And every starry evening in the dol-
drum calms
She'd wiggle up the bobstay and
throw her slender arms
About his scarlet shoulders and fondle
him and cry
And stroke his curly whiskers, but
he never winked an eye.

She couldn't get an answer to her
tears or moans,
So she went and told her daddy, told
the ancient Davy Jones;
Old Davy damned his eyesight and
puzzled up his wits,
Then whistled up his hurricane and
tore the brig to bits.

Down on the ocean-bed, green fath-
oms deep
Where the wrecks lie rotting and
great sea-serpents creep,
In a gleaming grotto all built of sail-
ors' bones,
Sits the handsome figure-head, listen-
ing to Miss Jones.

Songs of love she sings him the live-
long day,
And she hangs upon his bosom and
sobs the night away,
But he never answers, for beneath his
solder paint
The wooden-headed lunatic still
thinks that he's a saint.

—Exchange.

The Second New York Infantry, on
the order, has been ordered to return
to the state mobilization camp.

SPECIAL SALE OF FERNS
19 AND 25c.
JOHN RECK & SON

Easy & Practical
Home Dress Making
Lessons

Prepared Specially for This Newspaper
By Pictorial Review

An Apron for the Housewife



Bungalow apron of checked percale,
being at the center-back and having
seam cut in one with the body.

The sphere of this practical model is
limited, however, for the house-
wife may use it and surely will like

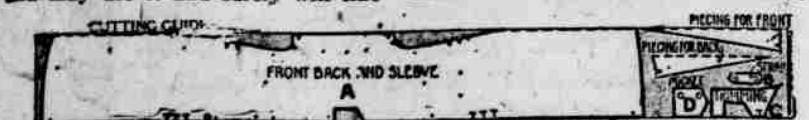
of plain gingham to correspond with
the neck trimming. The apron closes
at the back and has a large pocket of
self-material.

To reproduce the design in medium
size requires 4 1/2 yards 36-inch percale
with 1/2 yard of gingham for the trim-
ming. Whatever changes are desired
should be made before the pattern is
placed on the material. For instance,
if a shorter length apron is preferred,
cut off from lower edges of the tissue
front and back the desired amount.
Section "A" containing front back
and sleeve in one, is placed on a
lengthwise fold of the gingham. This
takes up most of the percale. But
enough room is left to the right for
the piecing for the front, piecing for
back strap, pocket and trimming. All
except the last named, being laid on a
lengthwise thread of material.

The simple instructions for making
the apron are easy to follow. Slash
through the fold in back from neck
edge to large "O" perforation. Lap
edge to large "O" perforation. Center
right back edge on left, center-backs
even, and stitch to position at lower
edge of slash. Finish for a closing.
Next, close the underarm and sleeve
seams as noted and adjust trimming
piece to position on front and back.
Turn hem in lower edge of apron on
small "o" perforations.

Now, gather the sleeve along cross-
line of small "o" perforations and
1 1/2 inches above. Adjust strap to po-
sition over gathers.

Next, stitch a straight band of ma-
terial to position on upper edge of
pocket. This band should be about
1 1/2 inches wide when finished. Ad-
just the pocket to position on front
upper edge between small "o" perfo-
rations. Stitch a straight strip of
material to position underneath the
apron with upper edge along crossline
of small "o" perforations, which also
indicate waistline. Either an elastic



It is fashioned in bungalow style
and carried out in checked percale.
The short sleeves are cut in one with
the body and gathered under a strap.

Pictorial Review Apron No. 155.

These Home Dressmaking articles are prepared especially
for this newspaper from the very latest styles by The Pictorial
Review.

What Small Girls

Will Wear to School



THIS BROWNIE

Brown broadcloth gives this fetching
garment cut with a round yoke out-
lined by three heavy cordings which
match the stitched tucks of the smart
belt. The deep hip pocket lids are set
off with broadcloth buffons, but those
that close the coat are brown bone.
The little beaver tippet is chic.

LOW RATES TO PACIFIC COAST.

From September 24 to October 8,
the Lehigh Valley Railroad will sell
tickets from New York to San Fran-
cisco, Los Angeles, Seattle and all other
important points on the Pacific
Coast, at rate \$58.00.

These tickets known as Colonist,
are first class to Chicago or St. Louis
and tourist beyond. They permit
liberal stop overs, and are good in
standard Pullmans to Chicago or St.
Louis, and most comfortable tourist
sleepers to destination.

Economy in travel without sacrifice
of comfort. All routes, including
clouding Grand Canyon of Arizona
(side trip), Colorado Springs, Denver,
Salt Lake, etc.

Call or address M. J. Ormond, Gen-
eral Agent, 123 Church street, New
Haven. Telephone 1140.

LAURA JEAN LIBBY'S DAILY TALKS ON

HEART TOPICS

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DO GIRLS IN THEIR
EARLY TEENS MAKE
GOOD WIVES?

"Oh! I'd rather ride on a trolley
With a poor young girl at my side
Than have coach and four with gold
falors.

And a fine lady for my bride.
A grand lady would sit before me
On a cushion made with taste.
The other would sit beside me
With my arm around her waist."

It seems strange to me—the great
number of letters that come to me
from youths, men who have supposed-
ly arrived at the years of discretion
and, indeed, men of older years ask-
ing if I think their future happiness
would be safe if they took for a wife a
girl in her early teens.

The youth of one and twenty might
come out none the worse for rushing
headlong into matrimony at an early
age and with so young a mate, but the
other way is quite as incongruous.
At sixteen, or thereabouts, a girl pos-
sesses the heart and inexperience of a
child. No matter how you may try to
figure it out to the contrary, the plain
truth is that an early head cannot be
put on young shoulders.

The world would stand aghast at the
very mention of a boy of sixteen tak-
ing upon himself the cares and re-
sponsibilities of being a husband to a
mature spouse. The situation, the
other way is quite as incongruous.

Every girl, under the right auspices,
is intended to make a good wife, but
not at so tender an age. The very
young girl has not the right concep-
tion of what true love really is. No
faith should be placed in her protest-
ations to the contrary. She only im-
agines her heart is responding to
love's call. Her inexperience should
bar her from being expected to pre-
side well and judiciously over a hus-
band's home. While it is true that she
may have been obliged to take the
helm under her father's roof—that was
different.

There was but one head to that
home and that head was—father. The
youthful housekeeper was not allowed
to have full free rein. Rather con-
sented to this expenditure or refused
that one as his judgment dictated.
The girl's powers to run the house as
she would like were wisely curtailed.
As a wife, the restraint would be re-
moved. Who could expect the child
would display womanly ability which
only years of experience could properly
develop?

Last, but by no means least, there
is the girl's heart to consider very
gravely. A great absorbing love might
spring up in her union with the youth.
Who shall say that the older man
would display womanly ability which
only years of experience could properly
develop?

Philosophers have decided that the
truest happiness has existed and ever
will exist where the husband is older
than the wife, but by no means should
be double—never three times—her age
if true love should reign in their home.
Twenty or over is quite young enough
for a girl to wed. She should have
opportunity to frolic with her dolls up
to that time.

MISS LIBBY'S REPLIES
TO YOUR LETTERS

Miss Libby's answers to your
letters. Correct name and ad-
dress must be given to in-
sure attention. Initials printed.
Write short letters on one side
of paper only. Use ink. Per-
sonal letters cannot be answer-
ed. Address Miss Laura Jean
Libbey, No. 946 President St.,
Brooklyn, N. Y.

SOLDIER'S BRIDE TO
HAVE PRETTY WEDDING

G. L. D. D. writes: "I am a girl
past 18, educated in high school. A
bright young private, known since
childhood, and I am engaged. I was
not to go to the altar with him as his
bride for at least a year more. He is
to go to the border soon. Can I have
a pretty wedding—dresses, music,
friends, supper—and get some wed-
ding clothes all before we are out?
Parents love him."

Pretty wedding will be hurried. Your
loving hands can arrange to have your
wedding on time to make you a de-
voted bride when the wedding bell
rings merrily.

HE RESPONDS TO THE CALL.

T. B. writes: "I have been keeping
company some time with a young man
who is to respond to the call whenever
word is given. Alone, he properly re-
frains from kissing. Is not given to
compliments and flattery. Think he's
manly. I am distant. Do I treat him
right? Puzzled, should we keep up
devoted correspondence? All admire
his gallant way. If a girl is not sure
of his true liking for her or her own
mind either, is she to show partiality
for that one only?"

You should chat pleasantly on topics
that please him. If uncertain of af-
fection, both are losing time in woo-
ing. Distance sometimes endears one
another, it's found.

SAD PARTING OF
COUPLE WITH BABE

H. S. writes: "I am a woman of 22,
good looking and have been a good
wife. I wed at age of 15 and six
months a fine-looking man. Had two
children. One is living—five years.
Since marriage, my man won't work.
Depends on me to keep family. He's

fond of other ladies. Left home two
years. Parting is to be my divorce of
him. Could write long story of my
unhappy wedded life, struggle for babe
and self. Do you think there's any re-
lief for us? Is work best fitted for me?
If so, what kind?"

Support must be earned for your lit-
tle one and self by task best fitted. If
your husband will work for you and
you can live happily together, it might
be better. Why not have a heart-to-
heart talk with him before taking the
sad, final start—for baby's sake? Writ-
ing stories which might hardly be ac-
cepted these things you would not find
a business to profit by.

LITTLE BENNY'S
NOTEBOOK

(By Leo Fapo)

I asked ma to give me a dime to
buy a school companion to put pencils
and things in and while she was giving
it to me I said, you awt to see the
peachy one you can get for 15 cents,
ma, can I get a 15 cent one, they got
flowers on and all.

Wat good do the flowers do/ sed
ma.

They make it beutifull, I sed. And
ma gave me 15 cents to buy a 15 cent
one and while I was wawking around
to Mommy Simmines to buy it who
did I meet but Mary Watkins, saying,
Hello, Benny and I sed Hello, Im go-
ing around to Mommy Simmines to
buy a school companion.

So am I, sed Mary Watkins, Im go-
ing to buy a 15 cent one, I woodent
have any other kind, I woodent.

Neither wood I, I sed.

Wares your 25 cents, sed Maoy
Watkins.

I got it, I sed. And I figered the
15 cents in my pocket and we went
into Mommy Simmines and Mary
Watkins sed, I want a 25 cent school
companion, I want the big red one in
the window. Wich Mommy Simmines
took it out of the window and gave it
to her, and I sed, I want one, to.

Wat price? sed Mommy Simmines,
and I sed, Heh? and she sed Wat
price and I sed, 25 cents.

Thares only one nibre 25 sent one
left, sed Mommy Simmines. And she
started to get it and I dropped my 15
cents on the floor, saying, G thare
goes my 25 cents. And me and Mary
Watkins and Mommy Simmines
hunted for it, hunting about 20 min-
utes and we cood only find a dime, so
I had to buy a dime one after all.
Proving if you pertend y our go-
ing to get more than you reely going
to get, sometimes you dont even get as
much as you thawt you was going to
get.

Old Paisley Shawls
With Latest Frills
To Try "Come Back"

Chicago, Sept. 19.—The old Paisley
shawl of grandmother's day is coming
back into its own along with a lot of
Spanish frills and furbelows. This is
the latest edict of Fashion, which will
be exemplified in Chicago this week
when modistes and designers from the
leading cities of the country will gather
to make known the modes for fall
and winter. Spanish hats, with small
balls falling off the edge of the brim
in typical Spanish fashion, will have
the approval of the fashion creators.

One hundred and two men, selected
by a magazine as the best dressed wo-
men in America, have been invited to
criticise the new fashions submitted
by the modistes.

The gowns will be judged also by
artists and fashion experts and a
trophy will be awarded.

DANCING FROCKS

for young and old from the simplest to
the most elaborate will be found in

Pictorial Review Patterns

OCTOBER STYLES
and the
FALL FASHION BOOK

now on sale

The Smith-Murray Co.
Bridgeport, Conn.



Swish—and he ran
off with the biscuits.
Gee! Ma was mad.
She says that was even
quicker than Pa makes
em disappear. Ma
says D & C makes
biscuits light enough
to fly—

D & C
Is the Flour for me
SELF-RAISING

CORNER FOR COOKS

Fried Tomatoes.

Cut tomatoes which are not too ripe
in inch slices, dust with salt, pepper
and our: brown quickly on both sides
in hot butter, then pour over them
thin cream to nearly cover, and sim-
mer five minutes. Lift the slices
carefully on a platter and thicken the
gravy with the beaten yolk of an egg
stirred into a half cup of cold cream
or rich milk; do not let it quite boil,
pour over the tomatoes as soon as it
thickens and serve hot. This is a
favorite dish.

Fried Corn.

Cut the grains from four or five
ears of tender sweet corn and put in
the same pan in which the bacon has
already been cooked and removed;
pour off some of the fat, if too much
remains in the pan; add half a tea-
spoonful of salt, a dash of black pep-
per: cover with close lid and fry over
a slow fire for 10 minutes. Stir of-
ten. This is a good breakfast when
camping. Cut the toast in triangles;
have butter, well browned and serve
hot.

Tomatoes Stuffed With Corn.

Scoop out the center from firm
good-sized tomatoes. Cut enough
tender corn from the cob to fill two
cups. Add two tablespoonfuls of
butter, also salt and pepper to taste.
Fill the tomato cups with corn, place
them in a buttered baking dish and
bake a half hour in a moderate oven.

Beet Greens.

Take the tender tops of young beets
as well as some beets themselves.
Wash thoroughly and boil until tender
in slightly salted water. Drain, chop,
season and serve with a garnish of
hard boiled eggs, crumbled.

Tsukemono

Japan offers us a new and appetiz-
ing way of serving cucumbers. Peel
four ripe, medium-sized cucumbers;
cut into four parts and wipe dry.
Heat one and a half tablespoonfuls of
melted butter; add a finely sliced on-
ion and a seeded green pepper shred-
ded; fry for 10 minutes, stirring of-
ten, then lay the cucumber over; sea-
son with a scant teaspoonful of salt,
a half teaspoonful of curry powder,
four tablespoonfuls of cider vinegar
and a tablespoonful of sugar. Boil
five minutes, then set in the oven for
35 minutes, basting the cucumbers of-
ten. Remove and turn on to a hot
dish, sprinkle with a little chopped
parsley, then serve.

Corn Pie.

Cut the kernels from ears as for
stewing. Make a rich pie paste, line
a deep baking dish with it as for oys-
ter pie and put into it alternate lay-
ers of cut corn and little blocks of
butter. Dot each layer with bits of
dough and season to taste. Sover
all with a very liberal quantity of
milk. Put on a top cover of pastry
and bake until a rich brown.

Stuffed Roasted Green Peppers.

Cut off the tops of the peppers and
remove the seeds. Make a forced
meat of minced chicken and rice, sea-
soned with salt and onion juice and
softened with melted butter. Fill
the peppers with this, arrange them
in a baking dish, pour about them a
little gravy or stock, that they may
not burn, cover and bake in a mode-
rate oven for an hour. Uncover and
brown.

John D. Chapman's snapper was
the winner among Arrow class yachts
today over the five-mile course of the
Indian Harbor Yacht club.

THE UNIVERSITY SCHOOL
836 FAIRFIELD AVENUE.

Twenty-fifth Year Begins
SEPTEMBER 27, 1916.

Elementary and advanced subjects
covering high-school and earlier
grades, in preparation for college, tech-
nical school, business, and the large
preparatory schools.

Every boy given special attention by
experienced teachers: one to three
years saved. Outdoor and indoor
athletics.

Application for admission should be
addressed to Vincent C. Peck,
Head Master, Bridgeport, Conn.
Telephone, Barnum 612

C. H. FLEMING

REAL ESTATE AND RENTS
Personal attention given to collecting
rents and caring for property. Esti-
mates given on dredging, pumping,
dock buildings, jetty work, diving,
wrecking, etc. Office
952 Main St., City Savings Bank Bldg.
Phone 2500 Bridgeport, Conn.
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GOOD NEWS

THE POPULAR
QUALITY — TEAS
CUT IN PRICE.

QUALITY TEAS, THE BEST, ALL KINDS,
English Breakfast, Ceylon, India and Irish,
Also Formosa, Oolong, Mint, Unsweetened Ja-
pan, Quail-Blend, Gunpowder and Young
Hyson. ALL AT UNIFORM PRICE OF

35c 3 lbs
1 lb \$1

We Lead — let those follow who can.
1135 MAIN STREET
Corner Elm
Phone Barnum 6729.

Van Dyk

BRANCHES EVERYWHERE. BE SURE IT IS VAN DYK'S

BAIT MODELS AID TRADE IN
BIG READY-TO-WEAR GARMENT
SECTIONS OF BROADWAY STORESHelps Sales To Have New-
est Styles Displayed
Where They Can Be
Handled

"See that customer pawing over the
blouse on the lay figure?" asked the
department head in the ready-to-wear
garment section of a store in the
Broadway-Thirty-fourth Street shop-
ping district. "It's a fine piece of
handwork adorning the dummy, but
you notice that neither any of my
girls, nor I is the least bit nervous
about whether the blouse will become
soiled or shop-worn. That's because
the garment is one of my 'bait-models'
and was placed where it is for
just that purpose—to let the shopper
handle it, as well as look at it."

"I have decided that it is good busi-
ness. Why? Because I have learned
by close observation that the more
senses the prospective customer is al-
lowed to bring to bear on attractive
goods the bigger the chance for a
sale. I am sometimes sorry the gar-
ments cannot be smelled and tasted
by the shopper during the examina-
tion of the goods—don't laugh. I
mean it."

"There's a reason. You desire a
thing only by the exercise of your
senses, and the more senses you ap-
ply on anything that attracts your at-
tention the more you are apt to de-
sire it. But, of course, you must
first be favorably impressed by the
article."

"The merchant who does not be-
lieve in letting the shopper handle
any of his stock, for the reason that
he is too 'close' to permit the sacri-
fice of a model or two through soiling
and musing, I believe to be a 'back
number.' Why, those 'bait models'
that help sell the goods should be
considered in the light of outworn
'show-pieces,' sun-damaged window
stock, or just charged up for adver-
tising. Your live merchant wouldn't
refuse to put models in his show win-
dow for fear that the sun might dam-
age them, would he? He'd expect a
reasonable amount of wear and tear
and then think of the garments that
are worn in style reviews by living
models."

"Nevertheless, I've seen depart-
ment heads who were so fussy about
their stock that they would not even
allow a single model garment to be
used as a 'sacrifice' to draw sales. If
they would only try a little 'watch-
ful waiting' and see how the women
in the store, and if the garment
is a figure, rapturously examine the
texture by fingering, and then fall an
easy prey to the salesgirls they would
think as I do."

"Let a woman's enthusiasm once
get fully aroused over one of my
'sense-exercisers,' as I have dubbed
my 'bait models,' and if the garment
is anything at all in the line of her
desire she will almost invariably lis-
ten to a good salesgirl, and the rest is
comparatively easy. So you see, as
the function of any advertisement is
threefold—to attract attention, to
create desire, and to cause the closing
of the deal—the 'sense-exerciser' does
two of these things, while the sales-
girl has to do but the last one."

"We have found in this store that,
with the remarkably attractive gar-
ments, such, for instance, as these
blouses which we are offering, with
almost irresistible desire to examine
closely, test by feeling, and possess.
Of course, on the lay figure we place
only garment models whose fabrics
commend themselves to any wise pur-
chaser. If we kept any 'rough stuff'
in stock it would not go on one of the
dummies, for these are to make an
impression. An alert clerk can tell
by the manner in which a woman
fondles a garment how far the pre-
liminary to the sale already has pro-
gressed. Our salesgirls have learned
to be psychologists, and if the police
can be psychologists, why can't our
salesgirls? responsive, human nature—
interpreting girls succeed along that
line?"

"Now you will also notice neither
this store, nor any one where wisdom
prevails, would permit imported stock
like Jenny, Drecoll, Paquin or Cheruit
models to be handled—such garments
de luxe are kept behind glass cases,
as a usual thing. And 'bait models'
for the crowd would hardly be need-
ed, as customers don't purchase such
as these on momentary inspiration or
because they 'feel' attractive in the
fabric."

"Even a cream or white waist will
stand a considerable amount of hand-
ling before it is ready for the reno-
vator, for the hands of the majority
of our shoppers are at least clean
enough not to smut the goods."

"That the 'bait model' is a good
merchandising plan, is attested over
and over again every day in my pres-
ence. At certain hours of the day I
watch the women swarm about one
or two of these attractive blouses fit-
ted on dummies, examining the gar-
ment from all sides and evidently try-
ing to imagine how it would look on
them. From this step into self-hyp-
nosis the clever salesgirl leads them
on to the closing of the deal."

"Your wise woman shopper insists
on knowing quality, and if both style
and quality arrest her attention, it is
not a far cry to a purchase."

"Perhaps you have noticed that I
have displayed on the floor here not
one, but several dummies fitted with
waists, varying as to price and pat-
tern. We are in the business to sell
goods and give satisfaction, and we
are not going to stop at any legiti-
mate and dignified way of helping to
make sales. The 'bait model' pro-
duces, and I am going to stick to it,
at the low cost of subjecting a negli-
gible quantity of stock to shoppers'
handling. Usually the garments can
be renovated and sold elsewhere at a
lower price."

"It needs no argument to say that
in ordinary cases, the longer the cus-
tomer lingers over a garment the
more chance there is to sell it to her;
and won't she surely linger over a
pretty garment which she can feel
and perk around as suits her fancy?
Often, on the other hand, the shop-
per merely 'passes by' or says she is
'just looking' when she has been
glancing into a show window or a
showcase on the floor."

"There is another factor in this
'bait model' idea. Remember that
it is not alone a matter of placing the
goods or garment where it can be
felt and handled that is of import-
ance. There is also to be taken into
consideration the fact that carefully
selected specimens are thus isolated
so that they stand forth most con-
spicuously, striking the eye, concen-
trating the attention and desire of the
shopper and making the task of the
sales easier for the salesgirl. This
would be improbable, or a much
slower process, to say the least, if the
goods were presented only in the
mass."

"There is no logic in the argument
of some that to place a lay figure
dressed so that the crowd may handle
the goods is a direct invitation to
them to paw over everything in sight.
In fact, it isolates the goods to be so
treated. And to the man who ar-
gues that women who seek blouses,
for instance, will buy them without
any such display as that afforded by
the 'sense-exerciser' and that, any-
way, if they want to see the garments
closer they can be accommodated by
merely saying a word to the salesgirl,
who will produce the required models,
I would reply that it must not be
overlooked that the method of display
used in connection with the 'bait
model' adds to the selling points of
the garment, going a long way toward
permitting the article to 'sell itself'—
which every merchant knows is the
best that can be asked of any gar-
ment or any merchandise. The 5
and 10 cent store men have found
their huge business by just that prin-
ciple—letting the goods be so display-